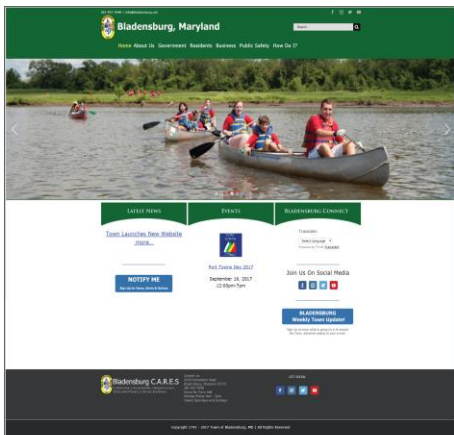


Town Administrators Summer 2017 Monthly Report



Town of Bladensburg
Summer 2017
Prepared by Debi Sandlin, Town Administrator

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EXECUTIVE SUMMARY

Dear Mayor and Council,

A primary goal for Town staff over the summer has been identifying opportunities to engage the community in a conversation, encourage more involvement and to provide a variety of platforms for feedback and input. We have held several community outreach forums during July and August focused on various aspects of the Town's operations and rolling out of the Town's recently adopted Strategic Plan.

Our community outreach initiatives included:

Code Enforcement Community Meeting

A joint Code Enforcement Community meeting was held with the Town's Code Enforcement Supervisor Mr. Shaun Rinehart and Code Enforcement representatives from Prince George's County. Mr. Rinehart focused on the role the Town's Code Enforcement Division plays in enforcing code violations within the Town limits. While the County's representatives focused on what they are responsible for enforcing both within the Town limits and the unincorporated areas adjacent to the Town.

Both Mr. Rinehart and the County's Code Enforcement representatives addressed concerns from residents in attendance at the meeting. The meeting was well received and provided residents with useful information. Mr. Rinehart provided everyone with a hand-out of frequently asked questions and how the Town addresses them. Residents were provided with information on how to report concerns and apprised of the process involved in reporting concerns or possible violations.

Bladensburg C.A.R.E.S Community Presentations

Town staff in collaboration with Councilmember Ficklin coordinated a "Bladensburg C.A.R.E.S. About Your Future" campaign. The goal of the campaign was to take the newly adopted Strategic Plan on the road to encourage community engagement and educate the community on the Future of Bladensburg in both Ward I and Ward II. Presentations were held at Town Hall for Ward I residents, Elizabeth Seton High School for Ward II residents and at Newton Green Senior Apartments.



Chief of Police and Town Administrator Roundtable Discussion

The purpose of the meeting was to discuss the role of Community Policing in the Town of Bladensburg. Chief Stone focused on Community Policing in the 21st Century and how the Town's Police Department is actively implementing outreach initiatives to better engage the community and foster a positive proactive relationship with the community. Chief Stone highlighted several recent initiatives the Town's COPS Division has successfully put in place over the past year to promote an ongoing dialog between the Police Department and the community and to provide an opportunity for the community to interact with Police Officers in a non-confrontational environment and to establish a rapport based on trust.

- National Night Out: 8/2/16
- Community Forum at Church: 8/12/16
- Autumn Woods Community Day: 9/3/16
- Lunch With a Cop Port Towns Elementary (Kick Off) , 10/14/16
- Town's Halloween Party: 10/29/16
- Hamlet Wood's Fall Fest: 10/30/16
- Lunch With a Cop Rogers Heights: 11/15/16
- Thanksgiving Baskets handout: 11/19/16
- Thanksgiving Lunch At Mango's Café: 11/24/16
- Re-entry Workshop: 12/2/16
- Shop With a Cop: 12/18/16
- Food Baskets Give a Way: 12/19/16
- Santa Visit Roger's Heights Elementary Food Bank
- Donated Toys to District 47 Holiday party: 12/21/16
- Passed out Hats and gloves to local Schools in Bladensburg: 1/4/17
- Lunch With A Cop Templeton Elementary: 1/19/17
- Gang presentation at Roger Heights Elementary: 2/6/17
- Lunch With a Cop Elizabeth Seton
- Lunch With a Cop Bladensburg High School: 3/17/17
- Easter Egg Hunt: 4/15/17
- Lunch With A Cop Annapolis Road Academy
- Senior Citizen Appreciation cookout (Emerson House), 5/27/17
- Nationals Vs. Texas Rangers Community Baseball game: 6/9/17
- Bike Rodeo
- UnverSoul Circus Community trip: 6/23/17
- Citizens Police Academy

WEBSITE UPDATE

Both the Town Administrator and Marketing Coordinator have spent a great deal of time over the past several months working on the new website, ensuring the site will be easy to navigate and find information; as well as making sure the site has the type of content and information visitors will expect to find when they go to the new site. The site has been enhanced to improve navigation; organize content more efficiently; and provide a clean, visually appealing layout. The process has also involved incorporating technology specifically designed to help keep citizens and visitors to the site better informed about what is happening in the Town of Bladensburg.



A website Beta Test comprised of citizens was held on August 31, 2017 to get their input and feedback on the functionality, ease of use and content organization of the new site. The site will rolled out at the September 11, 2017 Town Council meeting.

TEXT TO SUBSCRIBE MARKETING CAMPAIGN ROLLED OUT



The Town's Marketing Coordinator, Chi-Chi Dureke, rolled out a **Text to Subscribe** option for the Town's Weekly News-Blast Update. When the Weekly News Updates were first started in December 2016, there were 300 subscribers. As of the end of August 2017, the subscription rate was up to 817 subscribers; 65% of the subscribers are Town residents with the remaining 35% comprised of neighboring communities, Prince George's County agencies and various other individuals interested in

hearing about what is happening in the Town of Bladensburg. The goal is to have 1,000 subscribers by the end of 2017.

450/Annapolis Road Rebranding/Master Plan Community Focus Group

In partnership with the University of Maryland's Master Real Estate Development Program, and the Bladensburg Transforming Neighborhoods Initiative (TNI), the Town will be working with the University as part of their Fall Class to create a Rebranding/Master Plan focusing on primary commercial areas located on the 450/Annapolis Road corridor. The University will be hosting a Community input meeting on September 19, 2017 at 7:00 PM at Town Hall.

To assist the Town and the University with the process, a team of key stakeholders and business individuals have volunteered to serve as advisors to the Town Administrator and provide input into the process. The team includes:

- Howard Ways, Executive Director, Prince Georges County Redevelopment Authority
- Peter Shapiro, Director Prince Georges County Revenue Authority

- Sam White, Senior Planner, Maryland National Capital Parks and Planning Commission Planning Division
- Jack Higgs, Quality Elevators
- Brendan Quinn, Ernest Maier
- Rico Alexander, Bates Trucking

MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Code Enforcement Community meeting
2. Meeting with Councilmember Ficklin and Chi-Chi Dureke, Marketing Coordinator to plan and coordinate the Bladensburg C.A.R.E.S community presentations.
3. Meeting with Linda Turner, Manager, Prince George's County's TNI.
4. Met with and conducted a tour of the Town with Margaret McFarland, the Director of the University of Maryland's School of Real Estate Development.
5. TNI Meeting
6. Participated in an IMCA Social Media webinar
7. Met with Jim Foster, Executive Director of the Anacostia Watershed Society
8. Attended the Emerson House and Parkview Tenants Council meetings.